

content being played at any particular time and determines whether a particular advertisement is suitable for insertion in connection with the on-going content being played.

5 While the present invention has been described with respect to a limited number of embodiments, those skilled in the art will appreciate numerous modifications and variations therefrom. It is intended that the appended claims cover all such modifications and variations as fall 10 within the true spirit and scope of this present invention.

What is claimed is:

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1 1. A method comprising:
2 allowing the use of a content on a content
3 receiver;
4 automatically interrupting the use of the
5 content;
6 enabling the receiver to temporarily replace the
7 content with advertising;
8 determining a characteristic of the content; and
9 selecting advertising to replace content based on
10 said characteristic.

1 2. The method of claim 1 wherein determining a
2 characteristic of the content includes accessing an indicia
3 that indicates a characteristic of the content.

1 3. The method of claim 2 wherein determining a
2 characteristic of the content includes determining the type
3 of content.

1 4. The method of claim 2 wherein determining a
2 characteristic of the content includes determining the
3 suitability of the content.

1 5. The method of claim 1 wherein selecting
2 advertising includes accessing a characteristic specified
3 by an advertiser.

1 6. The method of claim 5 including comparing the
2 characteristic specified by an advertiser with the
3 characteristic of the content.

1 7. The method of claim 6 including accessing a
2 predetermined rating assigned to said content and comparing
3 said rating for the content to a rating specified by an
4 advertiser.

1 8. The method of claim 1 including enabling a
2 variety of content to be selected for play at any time.

1 9. The method of claim 1 including automatically
2 replacing the content with advertising after allowing
3 content to be used for a predetermined amount of time.

1 10. The method of claim 1 including automatically
2 determining at predetermined times whether to replace the
3 content.

1 11. An article comprising a medium for storing
2 instructions that enable a processor-based system to:
3 allow the use of content on the system;
4 automatically interrupt the use of the content;

enable the system to temporarily replace the
content with advertising;
determine a characteristic of the content; and
select advertising to replace content based on
said characteristic.

12. The article of claim 11 further storing
instructions that enable a processor-based to access an
indicia that indicates a characteristic of the content.

13. The article of claim 12 further storing
instructions that enable a processor-based system to
determine the type of content.

14. The article of claim 12 further storing
instructions that enable a processor-based system to
determine the suitability of the content.

15. The article of claim 11 further storing
instructions that enable a processor-based system to access
the characteristic specified by an advertiser.

16. The article of claim 15 further storing
instructions that enable a processor-based system to
compare the characteristic specified by an advertiser with
the characteristic of the content.

1 17. The article of claim 16 further storing
2 instructions that enable a processor-based system to access
3 a predetermined rating assigned to said content and compare
4 said rating for the content to a rating specified by an
5 advertiser.

1 18. The article of claim 11 further storing
2 instructions that enable a processor-based system to enable
3 a variety of content to be selected for play at any time.

1 19. The article of claim 11 further storing
2 instructions that enable a processor-based system to
3 automatically replace content with advertising after
4 allowing content to be used for a predetermined amount of
5 time.

1 20. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 automatically determine at predetermined times whether to
4 replace said content.

1 21. A system comprising:
2 a receiver that receives the transmission of
3 content, said receiver including a shell to enable the use

4 of content to be interrupted and temporarily replaced with
5 advertising; and

6 storage coupled to said receiver storing
7 instructions that enable said receiver to determine a
8 characteristic of the content and select advertising to
9 replace content based on the characteristic.

1 22. The system of claim 21 wherein said system is a
2 television receiver.

1 23. The system of claim 21 wherein said storage
2 stores instructions that enable the receiver to access an
3 indicia that indicates a characteristic of the content.

1 24. The storage of claim 23 wherein said storage
2 stores instructions that enable the receiver to determine
3 the type of content.

1 25. The system of claim 23 wherein said storage
2 stores instructions that enable the receiver to determine
3 the suitability of the content.

1 26. The storage of claim 21 wherein said storage
2 stores instructions that enable the receiver to access a
3 characteristic specified by an advertiser.

1 27. The storage of claim 26 further storing
2 instructions that enable the receiver to compare the
3 characteristic specified by an advertiser with the
4 characteristic of the content.

1 28. The storage of claim 21 wherein said receiver
2 automatically replaces the content with advertising after
3 allowing content to be used for a predetermined amount of
4 time.

1 29. The system of claim 21 wherein said receiver
2 automatically determines at predetermined times whether to
3 replace the content with advertising.

1 30. The system of claim 21 wherein the receiver
2 enables a variety of content to be selected for play at any
3 time.

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